

National Testing Agency

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BHC 012 Event Planning

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BHC 012 Event Planning-1

Section Id :	512452770
Section Number :	1
Section type :	Online
Mandatory or Optional :	Mandatory
Number of Questions :	20
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Section Marks :	20
Mark As Answered Required? :	Yes
Sub-Section Number :	1
Sub-Section Id :	512452772
Question Shuffling Allowed :	Yes

Question Number : 1 Question Id : 51245211803 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Clients sponsor events because

1. They want to earn name and fame
2. They want to utilise their funds
3. It's a part of their employment strategy
4. Events are effective marketing communication tools

Options :

- 51245235661. 1
- 51245235662. 2
- 51245235663. 3
- 51245235664. 4

Question Number : 2 Question Id : 51245211804 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

In order to identify potential sponsors for an event, analysis of the event is done using which one of the following methods ?

1. CEEDAR EE
2. CEDAR EEE
3. CEDAAR EE
4. CEDAR EE

Options :

- 51245235665. 1
- 51245235666. 2
- 51245235667. 3
- 51245235668. 4

Question Number : 3 Question Id : 51245211805 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Which one of the following enables an event manager to build up on the information acquired from the client, test the various ideas for an event and see if any idea is viable.

1. Market research
2. Market analysis
3. Feasibility study
4. Company analysis

Options :

- 51245235669. 1
- 51245235670. 2
- 51245235671. 3

51245235672. 4

Question Number : 4 Question Id : 51245211806 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

To assess the possibility of building a stage with a digital background, the event manager may undertake

1. Schedule feasibility study
2. Equipment feasibility study
3. Stage back-drop feasibility study
4. Technical feasibility study

Options :

51245235673. 1

51245235674. 2

51245235675. 3

51245235676. 4

Question Number : 5 Question Id : 51245211807 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Which one of the following is used by the International Olympic Committee for the bidding process, but can be used in bidding for other events too?

1. Bid questionnaire
2. Bid committee
3. Bid presentation
4. Bid portfolio

Options :

51245235677. 1

51245235678. 2

51245235679. 3

51245235680. 4

Question Number : 6 Question Id : 51245211808 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

The full form of LBET is

1. Low Budget Event Tax
2. Low Budget Entertainment Tax
3. Local Body Entertainment Tax
4. Local Body Excise Tax

Options :

- 51245235681. 1
- 51245235682. 2
- 51245235683. 3
- 51245235684. 4

Question Number : 7 Question Id : 51245211809 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

In the context of event management, duty of care means

- 1. Ensuring that vendors are updating their sales transactions in a timely manner and paying taxes
- 2. Taking actions that will prevent any foreseeable risks of injury to people who are directly affected by, or involved in the event
- 3. Updating accounting systems to enable purchase invoice entry and sales invoice processing
- 4. Registering under GST and enabling key vendors also to register

Options :

- 51245235685. 1
- 51245235686. 2
- 51245235687. 3
- 51245235688. 4

Question Number : 8 Question Id : 51245211810 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

This license allows the event organiser to use other artistes' music with freedom at the event.

- 1. Premise license
- 2. Indian Performing Right Society Limited License
- 3. Phonographic Performance Limited License
- 4. Excise license

Options :

- 51245235689. 1
- 51245235690. 2
- 51245235691. 3
- 51245235692. 4

Question Number : 9 Question Id : 51245211811 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Any agreement which can be enforced by law is a

1. Contract
2. Bid
3. Informal agreement
4. Clause

Options :

- 51245235693. 1
- 51245235694. 2
- 51245235695. 3
- 51245235696. 4

Question Number : 10 Question Id : 51245211812 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

This contract is used commonly in corporate-sponsored events or entrepreneurial events.

1. Mixed contract
2. Fixed price contract
3. Cost-plus contract
4. Incentive contract

Options :

- 51245235697. 1
- 51245235698. 2
- 51245235699. 3
- 51245235700. 4

Question Number : 11 Question Id : 51245211813 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Crime of opportunity means

1. Terrorist attacks
2. Risk to personal safety
3. Risk of material safety
4. Negative media coverage

Options :

- 51245235701. 1
- 51245235702. 2
- 51245235703. 3
- 51245235704. 4

Question Number : 12 Question Id : 51245211814 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

The first step in Risk Management Process is

1. Establish context
2. Communicate and consult
3. Risk assessment
4. Comparison of risks

Options :

- 51245235705. 1
- 51245235706. 2
- 51245235707. 3
- 51245235708. 4

Question Number : 13 Question Id : 51245211815 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

According to Brown, Event Design has five principles which are Scale, Shape, Focus, Timing and

1. Resource
2. Plan
3. Build
4. Line

Options :

- 51245235709. 1
- 51245235710. 2
- 51245235711. 3
- 51245235712. 4

Question Number : 14 Question Id : 51245211816 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

The 5Cs inherent to the process of Event Design are Conceptualization, Costing, Canvassing, Customization and

1. Controlling
2. Carrying out
3. Campaigning
4. Conditioning

Options :

- 51245235713. 1
- 51245235714. 2

51245235715. 3

51245235716. 4

Question Number : 15 Question Id : 51245211817 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Which one of the following structures has various aspects of an event programme as separate (but related) entities?

1. Multi-organisational structure
2. Functional structure
3. Network structure
4. Project based matrix structure

Options :

51245235717. 1

51245235718. 2

51245235719. 3

51245235720. 4

Question Number : 16 Question Id : 51245211818 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Which one of the following are extremely useful tools for event planning, as they help clients visualize three dimensional concepts?

1. Maps
2. Gantt charts
3. Models
4. Run sheets

Options :

51245235721. 1

51245235722. 2

51245235723. 3

51245235724. 4

Question Number : 17 Question Id : 51245211819 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Estimating the quantity and quality of human resource required for a particular event is called

1. Staffing
2. Forecasting
3. Assessing
4. Visualising

Options :

- 51245235725. 1
- 51245235726. 2
- 51245235727. 3
- 51245235728. 4

Question Number : 18 Question Id : 51245211820 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Which one of the following theories falls under the classification of content theories?

1. Vroom's Expectancy theory
2. Adam's Equity theory
3. Sigmund Freud Psychoanalytic theory
4. Herzberg's theory

Options :

- 51245235729. 1
- 51245235730. 2
- 51245235731. 3
- 51245235732. 4

Question Number : 19 Question Id : 51245211821 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

It is a database that helps us keep track of all activities and processes related to human resources in an organization.

1. Human Resource Intelligence System
2. Human Resource Information System
3. Human Resource Incubation System
4. Human Resource Internal System

Options :

- 51245235733. 1
- 51245235734. 2
- 51245235735. 3
- 51245235736. 4

Question Number : 20 Question Id : 51245211822 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

An 'MC' who is an anchor personality, keeps the action moving throughout the event. An MC stands for

1. Master Coordinator
2. Master of Content
3. Master of Ceremonies
4. Mike Controller

Options :

- 51245235737. 1
- 51245235738. 2
- 51245235739. 3
- 51245235740. 4

BHC 012 Event Planning-2

Section Id :	512452771
Section Number :	2
Section type :	Offline
Mandatory or Optional :	Mandatory
Number of Questions :	10
Number of Questions to be attempted :	10
Section Marks :	30
Mark As Answered Required? :	Yes
Sub-Section Number :	1
Sub-Section Id :	512452773
Question Shuffling Allowed :	No

Question Number : 21 Question Id : 51245211823 Question Type : SUBJECTIVE Correct Marks : 3

Who are the clients or sponsors?

Question Number : 22 Question Id : 51245211824 Question Type : SUBJECTIVE Correct Marks : 3

Write three benefits of a feasibility study of the event.

Question Number : 23 Question Id : 51245211825 Question Type : SUBJECTIVE Correct Marks : 3

What is an event proposal ?

**Question Number : 24 Question Id : 51245211826 Question Type : SUBJECTIVE
Correct Marks : 3**

Write about any one law related to event management .

**Question Number : 25 Question Id : 51245211827 Question Type : SUBJECTIVE
Correct Marks : 3**

Describe the risks related to crowd, in events .

**Question Number : 26 Question Id : 51245211828 Question Type : SUBJECTIVE
Correct Marks : 3**

Explain the significance of 'shape' as a principle of event design.

**Question Number : 27 Question Id : 51245211829 Question Type : SUBJECTIVE
Correct Marks : 3**

Describe run sheets that are used as tools in event planning.

**Question Number : 28 Question Id : 51245211830 Question Type : SUBJECTIVE
Correct Marks : 3**

Briefly describe staffing and forecasting in HR planning.

**Question Number : 29 Question Id : 51245211831 Question Type : SUBJECTIVE
Correct Marks : 3**

Explain planning of logistics in terms of backdrop, staging and lighting.

**Question Number : 30 Question Id : 51245211832 Question Type : SUBJECTIVE
Correct Marks : 3**

How will you manage entertainers or performers in events?

BHC 012 Event Planning-3

Section Id :

512452772

Section Number :	3
Section type :	Offline
Mandatory or Optional :	Mandatory
Number of Questions :	7
Number of Questions to be attempted :	5
Section Marks :	50
Mark As Answered Required? :	Yes
Sub-Section Number :	1
Sub-Section Id :	512452774
Question Shuffling Allowed :	No

Question Number : 31 Question Id : 51245211833 Question Type : SUBJECTIVE
Correct Marks : 10

Write five key activities to strengthen relationships with clients / sponsors.

Question Number : 32 Question Id : 51245211834 Question Type : SUBJECTIVE
Correct Marks : 10

Explain Bid Team Composition and Relationship Marketing as key factors in winning a bid.

Question Number : 33 Question Id : 51245211835 Question Type : SUBJECTIVE
Correct Marks : 10

Discuss the requirements of a good event proposal.

Question Number : 34 Question Id : 51245211836 Question Type : SUBJECTIVE
Correct Marks : 10

Describe crowd management at events in detail.

Question Number : 35 Question Id : 51245211837 Question Type : SUBJECTIVE
Correct Marks : 10

Write an essay on creativity and innovation in event design.

Question Number : 36 Question Id : 51245211838 Question Type : SUBJECTIVE
Correct Marks : 10

Define Human Resource Planning. Explain the importance of HR planning in event management.

Question Number : 37 Question Id : 51245211839 Question Type : SUBJECTIVE

Correct Marks : 10

Give a detailed account of logistics On-site in event management.